

Claims:

1. A method for searching a database on a web site comprising:
receiving a request from a user to search for information on the web site;
searching a database associated with said web site according to said user's search criteria;
presenting a search result page responsive to said search containing results arranged in list form, each of said search results comprising a link to a corresponding full page entry stored in said web site;
receiving a request from said user to view one of a selected search results on said search result page; and
presenting a full page entry corresponding to said selected search result.
2. The method of claim 1, further including the act of logging in by said user prior to being presented said full page entry.
3. The method of claim 1, wherein said full page entry has a URL different than said web site.
4. The method of claim 1, wherein said act of searching said database includes searching by category.

5. The method of claim 1, wherein said act of searching said database includes searching by keyword.

6. The method of claim 1, wherein said act of searching said database includes searching by URL.

7. The method of claim 1, further including the act of presenting a page containing a pre-sorted listing corresponding to the most common searches performed on said web site.

8. The method of claim 1, wherein said act of searching said database includes searching by sub-category.

9. The method of claim 1, wherein said act of searching said database includes searching by category tree.

10. The method of claim 1, wherein said act of searching said database includes searching by category and keyword.

11. The method of claim 1, wherein said act of searching said database includes searching by category, keyword and URL.

12. An apparatus for searching a database on a web site comprising:

receiving a request from a user to search for information on the web site;

searching a database associated with said web site according to said user's search criteria;

presenting a search result page responsive to said search containing results arranged in list form, each of said search results comprising a link to a corresponding full page entry stored in said web site;

receiving a request from said user to view one of a selected search results on said search result page; and

presenting a full page entry corresponding to said selected search result.

13. The method of claim 1, further including the act of logging in by said user prior to being presented said full page entry.

14. The method of claim 1, wherein said full page entry has a URL different than said web site.

15. The method of claim 1, wherein said act of searching said database includes searching by category.

16. The method of claim 1, wherein said act of searching said database includes searching by keyword.

17. The method of claim 1, wherein said act of searching said database includes searching by URL.

18. The method of claim 1, further including the act of presenting a page containing a pre-sorted listing corresponding to the most common searches performed on said web site.

19. The method of claim 1, wherein said act of searching said database includes searching by sub-category.

20. The method of claim 1, wherein said act of searching said database includes searching by category tree.

21. The method of claim 1, wherein said act of searching said database includes searching by category and keyword.

22. The method of claim 1, wherein said act of searching said database includes searching by category, keyword and URL.